



# SUBODH JOGLEKAR

## KEY SKILLS

Sales & Technical Sales  
After-Sales Service Operations  
Technical Consultancy & Support  
Data Analysis  
Training & Network Development  
Cross-functional Coordination  
Team Building & Leadership

## PERSONAL DETAILS

**Mob:** +91 9111999160

**Email:** subodh.s.joglekar@gmail.com

**Date of Birth:** 18th June 1975

**Languages:** English, Hindi & Marathi

**Address:** Flat No. 14, Swanand Co-Operative Housing Society, Shikharewadi, Nashik Road, Nashik - 422101, MH

## EDUCATION

**B E Automobile**, Dnyaneshwar Vidyapeeth, Pune (1998-99) - 70.12%

**Diploma Automobile**, Board of Technical Exam, Mumbai, (1996 - 97) - 61.58%

## CERTIFICATION

**Great Place to Work** Certified Manager

## PROFILE HIGHLIGHTS

- 2 decades of experience in **Technical Sales, After Sales Service, Workshop Management and Technical Support**
- **Working on data** for Sales, Service, Spares & Business Profitability of Channel Partners & Colleagues **using SAP & Microsoft Excel**
- **Establishing Channel** for Sales, Service & Spares in the Zone meeting customer expectations in terms of Reach, Technical assistance, Training to the network for maintaining excellence in operations
- Experience in **monitoring & managing network activities** & assuring availability of spares & equipment to improve quality of services and customer delight
- Awarded consecutively **5 times** (2006 to 2010) as Best Team player with performance-based incentive for achieving assigned targets
- Promoted as **Business Manager** (Apr '15) after successfully led the team, territory and achieve assigned sales target
- Promoted as **Zonal Manager** (Apr '17) and assigned bigger territory consisting of 5 States to increase Sales, Service & Spares business
- Work closely with **State Transport Undertaking (STU), Northern Coal Fields (NCL)** and EME Workshop (Indian Army) as a project for Sales of Test Equipment.

## WORK EXPERIENCE

- **May '22** - Zonal Sales Manager, Air Voice India Communication, 2-Wheeler EV Start-up
- **Jun '21 - Dec '21:** Regional Sales Head at Vibromek Automotive India (P) Ltd.
- **Dec '20 - Mar '21:** Freelancer with Spare Genic
- **Jan '20 - Nov '20:** Zonal Manager Service Workshop Concepts for Sales at Bosch Limited Mumbai Zone
- **Apr '17 - Dec '19:** Zonal Manager Workshop Business Development at Bosch Limited Mumbai Zone
- **Apr '15 - Mar '17:** Business Manager at Bosch Limited in Jabalpur, Madhya Pradesh
- **Nov '04 - Mar '15:** Territory Manager Sales & Service at Bosch Limited in Belgaum, Karnataka & Nasik, Maharashtra
- **2003 - 2004:** Service Representative at Bosch Limited in Madhya Pradesh on contract role
- **2001 - 2003:** Assistant Manager Service at Bosch and Mahindra & Mahindra Dealer in Solapur and Kolhapur
- **1999 - 2001:** Service Engineer at Eicher Motors Dealer in Pune

## WORK EXPERIENCE

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### Zonal Sales Manager, Air Voice India Communication – 2-Wheeler EV Startup (May '22)

- Identifying business opportunities, managing business generation activities & developing customized targeted sales of 6 States of West Zone
- **Identifying & Establishing new Distributor & Dealer network** for Sales & Service of 2-Wheeler Electric Vehicles
- Guiding team of 5 State Heads for Sales Goals, planning, forecasting.

### Regional Sales Head, Vibromek Automotive India (P) Ltd. (Jun '21 – Dec '21)

- **Expansion of Distributor Network** and Business Development across India for Car Suspension & Steering Parts
- Assisting Distributor to **generate secondary sales** through campaign & field activities at end customers such as Retailers, Mechanics, Organised & Un-Organised workshops

### Freelancer with Spare Genic (Dec '20 – Mar '21)

- Automobile Socialist in Antirust Spray, Multipurpose spray, Silencer Coating, Brake Parts Cleaner, Carburetor & Throttle Body Cleaner, Battery Terminal Coating & Engine Oil Treatment etc.

### Zonal Manager, Service Workshop Concepts for Sales, Mumbai Zone (Jan '20 – Nov '20)

- **Expansion of service network**, especially Car Service Workshops along with Auto Electrical Service Workshop and Diesel Equipment Service Workshops
- Installation of Bosch WSMS software at Car Workshops ensuring a complete workshop management process
- Ensure business to be driven with channel as per the market potential and plan agreed
- **Develop capability** of channel / manpower for efficiency enhancement
- Implement & maintain quality of service facilities at network partners and quality of service workshops
- **Train the network** partners & their manpower on diagnostics, repairs of diesel & electrical units and equipment
- Ensure & Increase consumption of strategically decided focus spares such as **Brakes, Spark Plugs, Gasoline, Filters, Lube Oil & Battery** through network partners
- Increase the throughput of service network partners and help to ensure profitability
- Lead a Team of **5** Area Managers and **7** Business Promoters in **4** states (Maharashtra, Goa, Gujrat & Madhya Pradesh) in Western parts of India

### Zonal Manager, Workshop Business Development, Mumbai Zone (Apr '17 – Dec '19)

- Managing Secondary Sales turnover of **INR 224 Cr** from Bosch Diesel & Auto-electrical service partners and Primary Turnover of **INR 2 Cr** per annum from Diagnostics Main Distributors
- Implementation of Fleet Operator binding program for focus products like **Diesel, Auto Electrical, Filters, Lube Oil & Battery**
- Handle State Transport Undertaking Business for Diesel & Auto Electrical spares and Test Equipment across zone
- **Conducting Pull creation activities** like Mechanic Meets, Fleet Operators Meets, Sales & Service campaigns, OECD meets, technical seminars for OEMs, Training for OEMs
- Ensuring adherence to compliance & quality standards to resolve issues, collecting & collating data on repeat complaints, issues to be shared with manufacturing team for counter measures
- Drive & lead the Sales team from the front to achieve the targets & and guide the them in relationship development.
- Lead a Team of 5 Area Managers and 7 Business Promoters in 4 states (Maharashtra, Goa, Gujrat & Rajasthan) in Western parts of India

### Business Manager, Sales office Jabalpur, Madhya Pradesh (Apr '15 – Mar '17)

### Territory Manager Sales & Service, Bosch Limited in Nasik, Maharashtra (Apr '08 – Mar '15)

### Territory Manager Sales & Service, Bosch Limited in Belgaum, Karnataka (Nov '04 – Mar '08) Service

### Representative with Bosch Limited, Madhya Pradesh (2003 – 2004), on Contract Role

### Assistant Manager Service with Bosch and Mahindra & Mahindra Dealer in Solapur & Kolhapur (2001 – 2003)

### Service Engineer with Eicher Motors Dealer, Pune 1999 – 2001

## SOFTWARE SKILLS

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SAP & Microsoft Office